

# PRIVACY POLICY

## Eli-The Book Guy

### in Connection with Editorial Publications, Productions and Creative Works

#### CONFIDENTIALITY:

I, the Artist, Consultant and Publishing Assistant, *Eli Blyden Sr.* recognizes that during the course of working with Company/Author/Publisher (C/A/P) that he may have occasion to conceive, create, develop, review, or receive information which is considered by Company/Author/Publisher to be confidential or proprietary, including information relating to inventions, patent, trademark and copyright applications, specifications, drawings, cost data, process flow diagrams, customer and supplier lists, bills, and/or any other written material referring to same (Confidential Information). This; during the term of collaboration:

- a. Eli agrees to maintain in confidence such Confidential Information unless or until: (1) it shall have been made public by an act or omission of a party other than itself; (2) Eli receives such Confidential Information from an unrelated third party on a nonconfidential basis; or (3) the passage of 100 years from the date of the disclosure of such Confidential Information to Eli, whichever shall first occur.
- b. Mr. Blyden further agrees to use all reasonable precautions to ensure that all such Confidential Information is properly protected and kept from unauthorized persons or disclosure.
- c. If requested by Company/Author/Publisher, Eli agrees to promptly return to C/A/P all materials, writings, equipment, models, mechanisms, and the like obtained from or through C/A/P including, but not limited to, all Confidential Information, all of which Eli recognizes is the sole and exclusive property of Company/Author/Publisher.
- d. Eli Blyden Sr. agrees that he will not, without first obtaining the prior written permission of Company/Author/Publisher: (1) directly or indirectly utilize such Confidential Information in its own business; (2) manufacture and/or sell any product that is based in whole or in part on such Confidential Information; or (3) disclose such Confidential Information to any third party.

#### OWNERSHIP / RIGHTS:

It is understood and agreed that products being developed for C/A/P by Eli for the sole and exclusive use of Company/Author/Publisher that shall be deemed to be the sole and exclusive owner of all right, title, and interest therein, including all copyright and proprietary rights relating thereto. Finished and Approved work performed by Mr. Blyden on Projects shall be considered as “Works Made for Hire” (as defined under the U.S. Copyright Laws) and, as such, shall be owned by and for the benefit of Company/ Author/Publisher.

- a. A Company/Author/Publisher has the right to use or not use Artwork and to use, reproduce, re-use, alter, modify, edit, or change Artwork as it sees fit and for any purpose.
- b. Artist, Consultant and Publishing Assistant, Eli Blyden Sr. retains the rights to use strategies, know-hows, equipment, any and all created/creative works in or as Work Performed or within Physical and Electronic Portfolio. This excludes any private, suggested confidential or controversial materials, such as nudity or illegal matters and certainly not for profit.